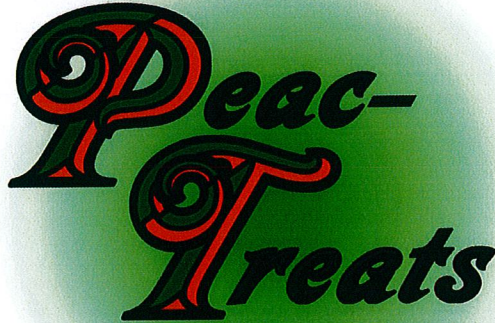


Final Shareholders' Report



October, 2010 to January, 2011

Contact:

Entrepreneurship 30
Albert E. Peacock Collegiate
145 Ross Street East
Moose Jaw, SK S6H 0S3
Peac-treats@live.com
306.693.4626



TABLE OF CONTENTS

President's Report	1
Marketing and Sales Report	6
Production Report.....	8
Finance Report	10
Human Resources Report	12
Information Technology Report	15

PRESIDENT'S REPORT

Peac-Treats was a very successful business venture. We began our business in October and worked extremely hard up until now to ensure we achieved our projected success.

We unveiled our business at the *Small Business Open House/Trade Fair* on October 16, 2010 at our school, Albert E. Peacock Collegiate. Before the actual event, we had the opportunity to organize the Open House and eventually reap the financial and business connection benefits. A partnership was formed between our company, Moose Jaw and District Chamber of Commerce, South Central Community Futures Development Corporation, and Golden West Radio, to make this event a reality. Over 60 small businesses from Moose Jaw and surrounding area registered. Along with Mitch Smith, our Vice President of Marketing and Sales, several dignitaries participated in the Ribbon-cutting Ceremony, including: Ray Boughen,



Along with our Vice President of Marketing and Sales, dignitaries participate in the Ribbon-cutting Ceremony.

MP, Palliser; Warren Michelson, MLA, Moose Jaw North; Deb Higgins, MLA, Moose Jaw Wakamow; Glen Hagel, Mayor, Moose Jaw; Les Mielke, Chief Executive Officer, South Central Community Futures Development Corporation; and Brian Martynook, Executive Director, Moose Jaw and District Chamber of Commerce. The *Open House/Trade Fair* was a very positive experience for all in attendance including the dignitaries, the businesses and the

public. It was noted by many attendees and business participants that this should become an annual event to take place

during *Small Business Week*. In addition, our school and Junior Achievement company gained a great deal of media attention; note copies of newspaper coverage provided in the Appendices.

Our retail products were candy bouquets and cupcakes in the themes of "Halloween," "Roughrider," and "Christmas." Cupcake kits sold for \$10 each or 3 for \$25 in each of our three themes. The "Roughrider" candy bouquets were priced at \$25 each and the "Halloween" and "Christmas" candy bouquets for \$20 each or 3 for \$50. We unveiled our "Halloween" and "Roughrider" products at the *Small Business Open House/Trade Fair* to kick off *Small Business Week* in Moose Jaw on October 16, 2010. This was a wonderful way to promote our company to hundreds of people from Moose Jaw and surrounding area. At the *Small Business Open House/Trade Fair*, we sold over \$450 in product and since our team organized and hosted the Trade Fair, we profited \$932.94.

In order to carry our "Roughrider" product, we had to seek permission from the President and CEO of the *Saskatchewan Roughriders*, Mr. Jim Hopson. We met with him in October and he granted us permission to use the logo without royalties. Part of this was made possible because the *Saskatchewan Roughriders* and our school, Albert E. Peacock Collegiate,

are partners in athletics and education. Using the *Saskatchewan Roughrider* logo boosted our sales and much of our advertising and interest was geared towards Rider fans. Overall, our "Roughrider" products proved to be a great success and we benefited immensely from the partnership formed between our school and the *Saskatchewan Roughriders*.

As a company, we set a goal to sell 1,200 units. During the time of making that goal, we had sixteen members. Soon after our first board meeting, we were down to fourteen members. Although we lost these two people from our company, we decided to keep our goal the same and continue to work hard in order to meet it. After finalizing our sales, we have concluded that we sold a total of 1,066 units. Although we did not meet our original unit sales goal, we believe we succeeded by the many ways in which we overcame the challenges we faced.

Another goal we had as a company was to donate a minimum of \$500 or 10% of our profits to *KidSport Canada*. *KidSport* is charity which gives all kids the chance to play. As a company, we believe physical activity is vital in living a healthy life, so *KidSport* seemed like the perfect charity to support. We achieved this set goal because after liquidating our monies, we donated \$558 (10% of our profits) to *KidSport*.

Our third goal was that our marketing strategies would be so effective, customers would take advantage of our '3 for \$25' or '3 for \$50' deals and more products would be sold. We achieved this goal because many people would go for these deals since it saved money on each individual product and we knew how to market the deal effectively.

Our last goal was one that we believe we also accomplished. This goal was that every member would have an enjoyable experience with **Peac-Treats** while also gaining knowledge from the *Junior Achievement Program*. All of us learned many sides to the business world through Junior Achievement and most definitely had a positive adventure with **Peac-Treats**.

Contributing to our success as a company are the connections we established through media, events, and small businesses advertising our products. Through our media connections, we were able to promote our product to the citizens of Moose Jaw and surrounding area. Through our event connections, we had the opportunity to set up displays at the mall, school events, Warrior Games and the Chamber of Commerce Christmas event. Through our connections with local businesses, we were able to set up displays and posters in small businesses around Moose Jaw. All of these personal and business connections contributed to the success of our company.

In addition to connections, we have a team of people who, although they had to face some challenges, always found a way to overcome them with success. By using innovative thinking, we found ways to purchase needed product from new sources, continued to strive for our goals with two less members, and conquered many other challenges that new businesses face. Our hard-working team really made the company a rewarding venture to experience.

Another success contributor to **Peac-Treats** is its attractive, quality product that seemed to sell itself. Besides using the Saskatchewan Roughriders logo, we also used name brand products such as Dr. Oetker cake and icing mixes and Tootsie Roll Caramel Apple Suckers that made our product much more appealing. We also had shiny silver Wilton boxes which were used to contain all of the cupcake supplies and form the 'Cupcake Kits.' These silver Wilton boxes looked professional and attractive to the consumer. Not only was our product appealing to the eye and to the taste, but it was fit for any age and any gender, making it a much easier product to sell and promote. All of the above reasons are just a few that contributed to our success as a *Junior Achievement Company*.

I would now like to mention and thank all of our team members for their dedication and hard work put forth to contribute to the success of **Peac-Treats**.

- **Emmett Harrison**- As the Vice President of Finance, Emmett did an impeccable job with our finances and contributed immensely to the success of our venture. He accomplished what many companies are not always able to do, and that was to account for every financial number. Not one cent was overlooked or forgotten. With his intelligence for numbers and trustworthy personality, Emmett never missed a beat when it came to fulfilling the responsibilities of the Finance Vice President.
- **Morgan Gabel**- Morgan was a bright light in our company as the Vice President of Production. She never let product go out the door without receiving a proper look-over to ensure that everything was properly in place. With her bubbly personality and precise eye for quality, Morgan excelled as the VP of Production.
- **Mitch Smith**- Mitch is a great speaker and knows how to sell our product while maintaining a personable attitude towards customers. As Marketing and Sales Vice President, Mitch put a lot of effort into **Peac-Treats** and was a huge contributor to our overall success. As well, he was very efficient when it came to booking events and keeping the marketing aspects of the company organized.
- **Tyrell Darroch**- Although Tyrell is the Vice President of Information Technology, he was an expert at assembling fans for our candy bouquets. Tyrell did a great job in our IT department and kept all of our Facebook updates current and professional.
- **Justice Eashappie**- Justice really knows how to keep the group laughing and having fun. As the Human Resources Vice President, his enthusiastic personality fit his role with perfection. Justice always had and still has a very positive outlook on the company and is always offering beneficial ideas to improve our business.

- **Cayleigh McNeice-** Cayleigh is a very hard-worker and never fails to positively contribute to the company. She used her time wisely and often came in on her spares and even took home product to assemble and improve. Cayleigh greatly contributed to our production and was a wonderful member to have in our venture.
- **Sam Clace-** Sam's smile and friendly personality were great to have when stress rose in production and sales. A hard-worker and positive thinker, Sam helped tremendously in our production department.
- **Cody Connolly-** Cody is meticulous in completing jobs and was an expert at cutting the foam for our candy bouquets. Always maintaining a positive attitude, Cody was a pleasure to have on the **Peac-Treats** team.
- **Travis Pack-** Travis really knows how to lift the mood when the stress gets high. With a bubbly personality and a cheerful laugh, Travis lights up the room and was a wonderful member of **Peac-Treats**. Travis did a great job in our production department and was an exceptional salesman.
- **Jennifer Toupin-** Jen contributed to the company greatly and was a strong teammate. Jen always did what was asked of her and always worked very hard in the production department. With a great personality, Jen made our hard days seem effortless.
- **Keegan Erz-** Keegan is an expert when it comes to computers and contributed greatly to our IT Department. Keegan was always sure to speak his mind in discussions and always came up with great ideas to contribute to the success of the company.

We do have some recommendations for future ventures. Begin approaching small businesses very soon in the venture to distribute displays and posters as advertising for the company. Small businesses are great sources of advertising and promotion to attract potential customers. Future ventures should also make charts of stock, products used, the amounts of what you have on hand and a list of what you need. A bulletin board to keep these lists would be very beneficial so that you do not run out of supplies and all members can stay updated on all aspects of the company.

Another tip for future ventures is to constantly use and follow the term "Sell! Sell! Sell!" No matter how many people you have talked to about your product, there is always someone who has no idea of your business. Your personal sales are what drive the business and can make it a true success. Another recommendation related to selling is taking advantage of sale and event opportunities. Implement a thorough schedule of all local events and times when members are available to work them. This would help make more sales and get more exposure for the company.

Finally, when you establish your product, ensure you are aware of the time it takes to assemble your product, the locations in which you can purchase supplies and also, whether the product will sell to a large market of people. Having knowledge of this will help you avoid future obstacles and create a smoother path for the company to follow.

Now, I would like to thank the following individuals and organizations for their support:

- **Service Best** for providing us with a workshop that assisted us in excelling in the areas of customer service and proper sales etiquette.
- **Junior Achievement of Saskatchewan and its corporate sponsors** for financing the Company Venture Program which helps students learn about business in a hands-on way.
- **Conexus Credit Union** for providing no-fee banking services and a chequing account.
- **Mrs. Gagne** for being supportive of our ideas and providing us with useful criticism that contributed to the success of our company.
- **The TCU Financial Team of Kirk Yaskowich, Phil Deutscher and Derek Derkatch** for participating in our first board meeting, giving us suggestions and getting together orders for our products.
- **Mrs. McKinnon** for being a tremendous supporter of **Peac-Treats** and never failing to lend a hand when we needed it. You assisted us in all aspects of our venture and we can never thank you enough for being such an incredible *Junior Achievement* mentor.
- **Mrs. Greenwood** for your fresh ideas and your assistance in the production department. You contributed to the company in a very positive manner and kept us going with your encouragement.
- **The Peac-Treats team** for being so hard-working, dedicated, and positive throughout our venture. I am sure that none of us will forget this *Junior Achievement* experience.
- **Everyone who has supported Peac-Treats**, including all present at our meeting today. Your support is greatly appreciated.

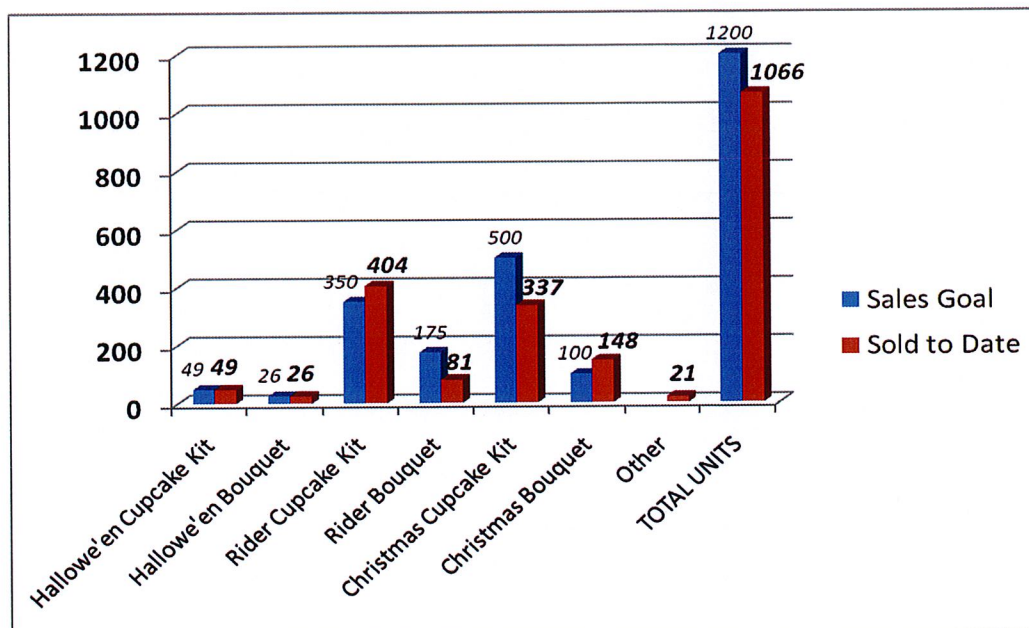


MARKETING AND SALES REPORT

The **Peac-Treats** team marketed the *Small Business Open House/Trade Fair* by using Facebook, Twitter, radio interviews and posters which we set up in local businesses. The Moose Jaw and District Chamber of Commerce, South Central Community Futures Development Corporation and Golden West Radio partnered with us to promote the event to their customer base as well. CHAB Radio set up on location the day of the event, and some of our members participated in live interview spots. The response from the public and local small businesses was extremely positive, and the general feeling is that such a trade fair should be an annual event in Moose Jaw to launch Small Business Week in October.

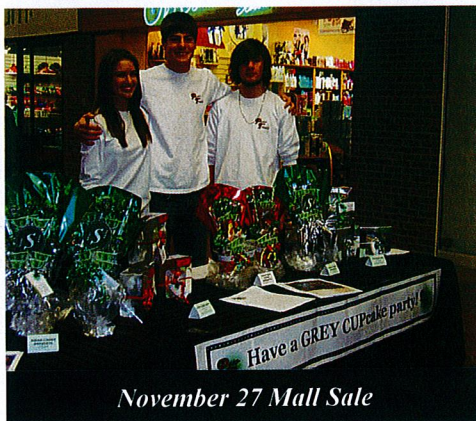
The **Peac-Treats** team set a goal to sell 1,200 units, but this goal was not met; we sold a total of 1,066 units. Losing two members immediately after the first board meeting to adopt our business plan made us adjust our work and sales patterns. It meant that every member had to work that much harder in marketing and sales to make up for the fact that we had two fewer members. Ultimately, it meant we did not reach our sales goal. However, 1,066 units represent 88% of our original sales goal, and we met it with 88% (14/16) of the original team. We believe we met an adequately adjusted sales goal. The Rider cupcake kits proved to be our most popular seller, followed by the Christmas cupcake kits, Christmas candy bouquets and the Rider bouquets.

SUMMARY OF PRODUCT SALES



By far the most successful marketing and sales technique was personal/direct sales. Team members identified businesses, friends and family to whom they could market and sell our product, and the result was \$6,040 in commission sales. That is 52% of total sales.

Secondly, setting up in locations such as the Town 'n' Country Mall, school events (volleyball games, open houses, and parent/teacher interviews), Moose Jaw Warriors games, the Chamber of Commerce Christmas event, and the *Small Business Open House/Trade Fair* resulted in \$2,780 in sales; that is 24% of total sales. We chose perfect dates for setting up a display at the

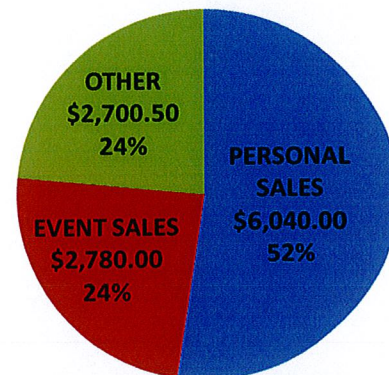


mall. November 27, the day before Grey Cup, was timely because there were a lot of *Saskatchewan Roughrider* fans in the building. We marketed our product that day by using the catchy phrase, 'Have a Grey CUPcake party!' We set up in the Town 'n' Country Mall December 11 and 12 for Christmas shoppers. We also got into the Town 'n' Country Mall last minute on December 18 which was another busy last-minute shopping day for our customers.

At this point, I would like to acknowledge our top salesperson, Siera, who sold \$1,202.50 in product. She visited a variety of businesses and had a long list of connections to draw from. As the President of the company, she not only led in sales but demonstrated leadership in her dedication to the company by modeling a work ethic we could all learn from.

Costs for marketing were minimal. We utilized many free services including Facebook, YouTube, Kijiji, Twitter, Discover Moose Jaw, posters, and business cards. The printing of the posters and business cards was completed on the school color laser printer. The President and Vice President of Finance appeared on the local radio station (CHAB) to promote both the *Small Business Open House/Trade Fair* and our product. They also appeared on *Moose Jaw This Week*, a local cable television program that promotes local events.

During the final two weeks of our sales season, we decreased the price of our cupcake kits by selling them for 3 for \$20, rather than 3 for \$25. We also used the strategy of 'buy two—get one free' to promote this new price. During the final three days, we dropped the price of our cupcake kits to \$5 each in order to liquidate the remaining stock. We also held a bake sale on the last day of classes; we took pre-orders and sold the baked cupcakes at \$5/dozen (the same pricing as the reduced cupcake kits). This proved to be a successful way to liquidate stock, as we baked and sold 34 dozen cupcake kits! We maintained the original pricing of our candy bouquets throughout the venture.



PRODUCTION REPORT

Peac-Treats produced a total of 1,076 units, and sold 1,066 of them (49 Halloween cupcake kits, 26 Halloween bouquets, 404 Rider cupcake kits, 81 Rider bouquets, 337 Christmas cupcake kits, 148 Christmas bouquets and 21 other items (a combination of specially designed product). The 10 extra units were used as gifts for people who offered to assist our company in numerous ways.

Our supplies were purchased from a variety of places including *Gales Wholesale, Bulk Barn, Cavalier Candies, Pratts Supply, Liquidation World, Dollarama, Dollar Giant, Oriental Trading Online, Canadian Tire and Costco*. To avoid having too much product left at the end of our venture, we purchased a majority of our product on an "as needed basis", or made sure we were able to return the product within a reasonable time period if not used. We did run into a few problems with ordering too much product. We had too many cake mixes/icings and cupcake boxes left over after our venture. Our team was reduced by two members which in turn meant we did not meet our original sales goal. Thankfully, *Sobey's* and *Wilton Canada* were very understanding and allowed us to return all of the left over supplies we had, which helped our company immensely. Emmett did a wonderful job in finance, using charts to show our projected sales, and goals to meet, so we had an accurate estimation on how much to buy, and produce. All of our supplies were non-perishable and were kept in a locked cupboard in the classroom.

We spent a total of \$6,054.59 on supplies and, after returning what we could, had approximately \$120 worth of supplies left at the end of our venture. These items included cupcake liners, coasters and *Ziploc* baggies which we have decided to donate to different groups within our school. In addition, we were able to sell some supplies at cost to team members for \$39.50.

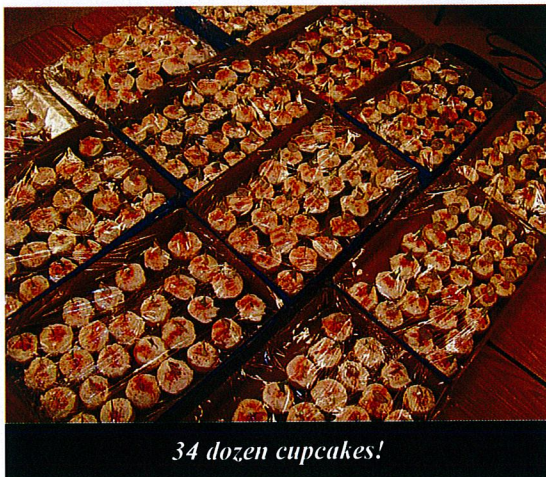
Throughout the **Peac-Treats** venture, everybody did a little bit of everything in production, but mostly, each had a specific job they did throughout. In the beginning, we had everybody try to find something they did well and enjoyed doing so they could establish a firm company position. By having a job that you repeat consistently, you become skilled and efficient which benefits production. Our team members always worked competently and helped out in different areas when they completed their assigned tasks. Everyone knew their priorities and rarely had to be told to find something to do. Although, when sales started to increase, there was not much time to fluctuate jobs, and a system was set in place in order to meet our growing business. The President and Vice President of Production communicated and



partially made product

discussed what job would best suit each person. Factors that came into consideration included: the quality of work the individual could present, how well they followed instructions, how willing and able the individual was to spend out-of-school time to work on that job, and how good the individual's attitude was towards the business. After discussing this, we found a job that best fit every person in our class, which made production easier in our busy times.

A majority of our production was not the assembling of the product itself, but prepping all of the supplies before the actual assembly. For the themed candy bouquets, sticks needed to be glued on all suckers, candy canes, jelly candies, etc.; foam also needed to be shaped and put into the mugs; suckers needed to be wrapped in cellophane and tied with ribbon; and cellophane fans had to be cut, folded and stapled. For the cupcake kits, sprinkles needed to be measured and put into individual bags, and cupcake liners, picks and candies all needed to be counted out accurately. All of these jobs proved to take the most time, but having people who were proficient in these jobs made all of the prep work go much faster.



In addition, we put together a team to bake, ice and decorate 34 dozen cupcake kits which were pre-sold to classes for the last day of school before Christmas holidays. We used the school's home economics lab for this work. This assisted us in selling more of our left-over product, while still turning a profit.

Peac-Treats overcame a lot of obstacles and barriers. Like most *Junior Achievement* companies, we had our peak season, where sales increased to an all time high. Keeping up with the demand for so many sales was quite difficult, especially after the loss of two group members at a crucial time in our venture. Thankfully, a few specific team members came in countless hours out of school time to make sure things were completed by our deadlines. Not being able to get supplies on time also proved to be a frustrating obstacle in our business. When we noticed our cupcake boxes needed to be ordered again, we placed a fairly large order of them, and waited, and waited, and waited. Finally they came in, but the order was nothing close to the amount we needed to fill our orders, and reach our goals. We had to think fast, and come up with an alternate route. We ordered directly from the *Wilton* Company, but could not get the exact same boxes. We ended up ordering too many boxes, but in the end, Wilton would take back any unopened packages. I had also mentioned before we did, in fact, lose two of our team members at a very crucial time, the "peak season", which left us down to only 14 team members. This was a downfall when it came to production and sales. **Peac-Treats** did go through many rough patches, but in the end, our company proved to be very strong and successful, and a venture I am glad to say I was a part of.

FINANCE REPORT

Peac-Treats' income statement appears below. Note the initial projected numbers indicated in the right column.

Peac-Treats
Income Statement
for the period ended January 19, 2011

REVENUE

		<i>Projected</i>
<i>Trade Fair</i>		
Registrations	\$2,390.00	
South Central Community Futures Development Corporation Sponsorship	400.00	
Total Trade Fair Revenue	\$2,790.00	
<i>Retail</i>		
Sales	\$11,520.50	\$14,000.00
Disposal of Supplies	39.50	
Other	143.63	
Total Retail Revenue	11,703.63	
Total Revenue		\$14,493.63

EXPENSES

<i>Trade Fair</i>		
Advertising	\$676.00	
Jolly Jump Rentals	150.00	
Photo Booth Supplies	360.15	
Door Prizes	65.95	
Concession/Yearbook Donation	600.00	
Other	4.96	
Total Trade Fair Expenses	\$1,857.06	
<i>Retail</i>		
Supplies	\$6,054.59	7,000.00
Sales Commission	604.00	850.00
Charitable Donation (KidSport)	558.00	575.00
Other	400.92	400.00
Total Retail Expenses	7,617.51	
Total Expenses		9,474.57
PROFIT		\$5,019.06
Return on Investment (based on 14 shareholders)	358.50	323.44

Planning and hosting the *Small Business Trade Fair* was a great financial benefit to our company. The fair generated a profit of \$932.94 which is included in our total profit of \$5,019.06.

Our retail sales generated revenue of \$11,520.50, lower than our projection of \$14,000. We managed expenses to ensure shareholders received the best possible return. The current return on investment, per shareholder, is \$358.50, and that is more than what was projected (\$323.44) even though we are approximately \$150 short of our profit goal. The difference is accounted for by the loss of two members from the company who were a part of our sales projections. Profits are now shared with 14 members as compared to 16. Shareholders' checks will be distributed January 27, 2011.

A charitable donation of \$558, which is 10% of our profits, will be presented to the charity KidSport. KidSport gives all kids the chance to play, and we are pleased to support such a worthy charity.

The disbursement of company funds as of January 27, 2011, is summarized below:

Cash Balance – January 19, 2011		\$6,465.73
Disbursements:		
KidSport	\$ 558.00	
Shareholders	<u>5,903.00</u>	
Total Disbursements		<u>6,461.00</u>
Ending Balance		\$4.73

The bank account at *Conexus Credit Union* will remain open for next year's Junior Achievement company, with a balance that is close to the \$4.67 we started with.

HUMAN RESOURCES REPORT

Our company would not have been as successful if members did not unify as a team. In the early stages of developing **Peac-Treats**, our advisor planned team-building activities which gave us an idea of how we needed to function successfully as a team. We also gained valuable customer service skills by participating in and being certified in *Service Best*, a workshop sponsored by *Tourism Saskatchewan*. It would only be when the company began operations that we applied this knowledge. With the combination of effective leaders and willing followers, our company became a tremendous success.



We worked as a team in three key areas: marketing, production and customer service. As a unit, we took the marketing that needed to be done by storm. Our Vice President of Marketing and Sales organized a list of businesses around town and each member of the company volunteered to visit and display company posters in several businesses. When **Peac-Treats** got major orders that needed to be filled in a short period of time, our company came together with great determination and a positive attitude to get them done. Even when the company wasn't as busy in production, no one fooled around thanks to the supervision of our President and Vice President of Production. Whether it be a Warrior game, mall sale or a special event, we connected with our customers through the skills we learned at the *Service Best* Workshop. This workshop proved to be a beneficial learning tool and an asset to our sales sector.

Peac-Treats faced and overcame many obstacles, some of them minor and some of them that ultimately hurt the company. One of the toughest issues we had to deal with was two members leaving the company shortly after the first business meeting. It was a tough problem to deal with because we were down two people and that meant everyone had to do that much more work for the company. We also had a few issues with attendance, but they were met with other members of the group working extra hard to compensate for missing members.

For scheduling group sales such as the mall, Warrior games, open houses and the Chamber of Commerce Christmas party, I would either ask each member for their availability on the date or I would ask the group as a whole. Both of these methods proved to be effective. I would then make the schedule based on availability and print off a copy for each member.

I maintained constant communication with team members. The day before a group sale, I would remind everyone of their work times and of the expected dress which included dress pants and the **Peac-Treats** team shirt. I also had every member's contact information

including cell phone number, home number and email. Members did not hesitate to contact me if they had any questions regarding group sales.

Motivating team members was not a huge issue. Our team members came ready to work each and every day; some people didn't need much motivation, because they worked hard regardless. However, there were a few team members who needed a little more motivation to put in time and effort. If a certain member was not pulling his/her weight, he/she was pulled aside and talked to about the issue. During our weekly Monday meetings, we would make it a point to recognize the work of team members and tell them what a great job they were doing. This helped us realize that individual success impacted the company as a whole.

Training company members in production was provided and well executed by the Vice President of Production and the President. They both showed leadership and attention to detail when it came to training company members. Besides the *Service Best* workshop which helped us understand the general way to sell to customers, our Vice President in Marketing and Sales gave us knowledge and tips on how to deal with customers by being friendly and acting professionally.

There are currently 14 shareholders who will share the profits equally. Initially there were 16 shareholders, but two students left the class for personal reasons late in the semester. Each shareholder purchased a \$20 investment, for a total share investment of \$280. Sales commission to be paid to shareholders totals \$604. All company members were awarded 10% sale commission. The current share value is \$378.50. Refer to the charts that follow which summarize this information.

SALES COMMISSION

Team Member	Sales	Commission
Bearchell, Siera (<i>top salesperson</i>)	\$1,202.50	\$120.25
Clace, Samantha	340.00	34.00
Connolly, Cody	65.00	6.50
Darroch, Tyrell	20.00	2.00
Eashappie, Justice	887.50	88.75
Erz, Keegan	270.00	27.00
Gabel, Morgan	180.00	18.00
Greenwood, Michelle	80.00	8.00
Harrison, Emmett	940.00	94.00
McKinnon, Barbara	1,070.00	107.00
McNeice, Cayleigh	110.00	11.00
Pack, Travis	425.00	42.50
Smith, Mitch	380.00	38.00
Toupin, Jennifer	70.00	7.00
Total	\$6,040.00	\$604.00

DISBURSEMENT OF FUNDS TO SHAREHOLDERS

Team Member	Share Investment	Profit Share	Current Share Value	Commission	Total
Bearchell, Siera	\$20.00	\$358.50	\$378.50	\$120.25	\$498.75
Clace, Samantha	20.00	358.50	378.50	34.00	412.50
Connolly, Cody	20.00	358.50	378.50	6.50	385.00
Darroch, Tyrell	20.00	358.50	378.50	2.00	380.50
Eashappie, Justice	20.00	358.50	378.50	88.75	467.25
Erz, Keegan	20.00	358.50	378.50	27.00	405.50
Gabel, Morgan	20.00	358.50	378.50	18.00	396.50
Greenwood, Michelle	20.00	358.50	378.50	8.00	386.50
Harrison, Emmett	20.00	358.50	378.50	94.00	472.50
McKinnon, Barbara	20.00	358.50	378.50	107.00	485.50
McNeice, Cayleigh	20.00	358.50	378.50	11.00	389.50
Pack, Travis	20.00	358.50	378.50	42.50	421.00
Smith, Mitch	20.00	358.50	378.50	38.00	416.50
Toupin, Jennifer	20.00	358.50	378.50	7.00	385.50
Total	\$280.00	\$5,019.00	\$5,299.00	\$604.00	\$5,903.00

INFORMATION TECHNOLOGY REPORT

Peac-Treats took advantage of all of the technology we have at our disposal, from advertising our company, to producing items. We set up a Facebook fan page and a Twitter account for **Peac-Treats** which we used to communicate with customers and post information about upcoming events and sales. This was important for keeping a strong relationship with our customers. Along with the advertisement through Facebook, we also put up an ad on Discover Moose Jaw and Kijij. YouTube videos featuring events and short commercials advertising our product were posted by our Vice President of Marketing. A weekly journal was written by each of the company members to reflect on what they learned by being in a business. This was done on individual Wikispaces and helped each of us reflect on what we learned during each week. Each of the executives created a Gmail E-mail account in order to better communicate with one another. As well as providing a company phone number, we also set-up an email address (peac-treats@live.com) so customers could contact us with questions and to place orders.

The posters and flyers that we put up in various places around our school and community were made using *Microsoft Word* and *Microsoft Publisher*. The use of a colour laser printer located at the school helped us produce professional-looking materials. We also used a Macbook Pro to create posters with a different and more unique style. *Adobe PhotoShop* was used to create our company logo which we included on our business cards, posters, and products.

Microsoft Excel was used by our Vice President of Finance to keep detailed financial records. He often produced charts and graphs to show us where we were at in terms of reaching our sales goals. Our Vice President of Human Resources used *Microsoft Excel* to calculate commissions and organize contact information, and *Microsoft Word* to create invoices and work schedules. All of these documents are neatly typed and organized into an easily accessible folder, making it convenient to store and utilize information. *Google Docs* is a very helpful online tool used by the management team to work on a single document such as the business plan or this shareholders' report simultaneously and remotely; Internet access is all that is required.

The Vice President of Production used online sites to research product ideas and to order supplies from Gales Wholesale, Oriental Trading Online and the Wilton Canada Company. It was cost effective and saved time. The President used many of the tools listed earlier including, e-mail, *Google Docs*, and *Microsoft Word*.

Our use of technology sets us apart from previous *Junior Achievement* companies because we used every available technological tool to our advantage; we have left our own unique digital footprint. We used all programs on the school computers as well as the color printers and photo copiers supplied within the school. When we wanted to market our product, we looked to social networking sites such as Facebook, YouTube and Twitter on the

internet and sites like Kijiji and Discover Moose Jaw that would allow us to reach people in our community who may gain interest in ***Peac-Treats*** and then potentially order our products. Our generation is very fortunate to have all of the technological tools that we do because they can really contribute to the success of a business. Technology played a very important role in the overall success of ***Peac-Treats***.